

## APPENDIX B

### GOALS & OBJECTIVES SURVEY DATA SUMMARY FOR ROCKINGHAM AND HAMLET

#### SURVEY FORM:

A two page survey was distributed to travellers in the planning area to determine local desires and priorities for the thoroughfare plan. The survey was made available to City Council Members, local staff, as well as the public. The survey form was organized as follows:

Page 1: Twenty issues were scored from very undesirable (-2) to very desirable (+2) in the categories of Environment, Neighborhood, Economic, and Transportation.

Page 2: Five issues in each of five categories were ranked in order of importance (from 1-5, 1 being most important).

#### SUMMARY PROCEDURE:

The scores for each issue on page 1 were combined from all surveys to get totals (subtract negatives, add positives). These values were used in bar graph defining the priority of each issue.

For page 2, the number of times each issue received a #1 ranking was determined. These numbers were used in a bar graph to demonstrate which issues were most frequently ranked first.

#### INTRODUCTION:

A significant element in the thoroughfare planning process is public participation. The development of a transportation plan requires active public participation to assure that the objectives outlined in the plan reflect the values of the community. If a plan for a community is not related to the values of the community, then it is likely that the plan will not be implemented.

A technique commonly used in transportation planning to determine community values is a goals and objectives survey. This survey attempts to identify how a community perceives transportation related issues. Many of the questions require the participant to make trade-offs to solve transportation problems, as well as setting up a framework for the types of trade-offs the community is willing to accept.